

**I**N your business and social affairs—meeting and dealing with other people—have you the cold, “icicle” type of personality that constantly repels others and keeps them at a distance? Or are you that glorious type flooded with the warm fires of Magnetic Intensity—burning in HEART, BODY and SOUL—which makes you a live Magnet attracting friends, opportunities, fortune? A multi-millionaire said “The great fact of life, of power, of commanding triumph, lies in the knowledge of the secret forces that dwell within the human brain and body. The men who win the world’s wealth, reap its luxuries, and enjoy its comforts, are those best familiar with the hidden forces within themselves, and whose knowledge pertains to the use of those powers. By them, and them alone, have men risen in the world, and their book learning may be great or little.

## How to Use Secret Forces of Your Brain

The science of Magnetic Control or Personal Magnetism is said to be as old as man. For ages many of the battles of life have been won by those who were supercharged with this marvelous, irresistible energy. The soldier who understands and uses this force may be known as a great general. The orator who brings this extraordinary power to bear upon his audience can sway thousands. The great captains of industry who control the world’s markets and amass millions in wealth are known as business geniuses. Aspirants to social honors, to political preferment, to artistic recognition usually achieve success only to the extent that they can consciously or unconsciously bring their powers of Magnetic Control into active play.

The understanding and use of the secrets of personal magnetism are said to make weak men strong, sick men well, timid, diffident men bold and confident. Cultivation of personal magnetism may turn failure into success, poverty into wealth, dreamers into doers, discouragement into unbounded happiness.

Do you know how to attract people to you? How to win and hold the man or woman of your choice? Do you know how to make yourself popular, sought after, looked up to? Are you able with a look, a gesture, a spoken word, to command attention? Do you radiate supreme health, strength, vitality? Do people believe in you, rely upon you, look to you for leadership? Is every nerve and cell in your body alive, vibrant with electric energy? Is your mind keen and active, your spirit calm and poised, your body growing with superabundance of health? Do you wish to be successful in whatever you undertake? Do you wish to be popular with men, popular with women?

Call it by any other name you will, its cause and scope is within our definition of “personal magnetism.” Magnetism is said to be man’s greatest success weapon. Thousands of men have just drifted. Ordinary commonplace—satisfied to be just average. And then—they came upon Personal Magnetism, something within them awakens, is released. They become conscious of power they have never dreamed they possessed. They use that new power, leading people to think as they think, winning confidence and friendship of nearly all with whom they come in contact, overcoming fear, timidity, and finding themselves tremendously popular in business and society.

Everyone—you can profit by reading this big 238-page book. From the first chapter to the last, we think you will find it full of pleasant surprises and exhilarating experiences. You will find new satisfaction in your own ability. Many of us find that we have unused powers. The book provides the touchstone that opens up these new sources of wealth and power to you.

The Mental Phase—The Physical Phase—Physical Magnetism—Mental Radiation—Mental Atmosphere—The Direct Flash—The Positive Aura—The Direct Command—The Magnetic Duel—Magnetic Self-Defense—The Power of Controlling Others—Etc.

Originally presented in the form of a Private Course selling for \$25.00 to \$50.00, but we have been able to obtain a quantity of these courses presented in book form for the remarkably low price of \$1.95. Course is complete in every respect.

No. 1707. PERSONAL MAGNETISM.

Price \$1.80 plus 15c postage. SEND.....

**\$1.95**



## SEX MAGNETISM

Can you attract to yourself the woman you want—or the man you want? Can you, through your mere presence, awaken the spark of love—or do you make no impression on those of the opposite sex?



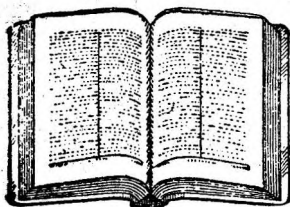
## POWER IN BUSINESS

How much Mental Magnetism have you? Can you sway others to your way of thinking? Can you command the confidence and attention of others? Can you control a situation and mould things to suit.

| Johnson Smith & Co., ★ 263

# Midget Bible

World's Smallest Bible



One of the smallest books in the world. Well printed. Weight less than half an ounce. Size 1"x1 3/4".

- ◆ 224 Pages NEW TESTAMENT
- ◆ WATCH POCKET EDITION
- ◆ POSTAGE STAMP SIZE
- ◆ A GENUINE WORK OF ART

## Only 15c

The Midget Bible is a perfect gem, a work of art both by the printer and the bookbinder. It is about the size of a postage stamp and contains over TWO HUNDRED PAGES of the NEW TESTAMENT. The reproduction of the specimen page shows the extra-

ordinarily minute size of the text, but of course it is impossible to print anything like the clearness as in the book itself, that is printed on a special paper after special preparations have been made for a work of this kind. You must see this Bible to appreciate it. This little Bible is a wonder, although those with poor eyes may find it necessary to seek the aid of a magnifying glass. Measuring about 1x1 3/4 inches, it can readily be carried in your smallest pocket, in a lady's purse, etc., and the Bible is thought by many to bring Good Luck to the owner.

## GOOD MONEY SELLING MIDGET BIBLES

Good money can be made selling these Midget Bibles amongst friends, church acquaintances, Sunday Schools, bazaars, etc. Sunday School teachers and superintendents will find the Bible an excellent and inexpensive item to give away amongst scholars and others, that is sure to be appreciated and kept. Therefore, in response to numerous inquiries, we have arranged to supply quantity users at a special discount, which gives you the Bibles at exactly HALF PRICE in lots of not less than a hundred at a time. Jobbers write for information on our Midget Bible. **15c**

No. 1381. MIDGET BIBLE. Price.....  
Three Bibles or 40c; Twelve Bibles for \$1.20; or 100 for \$7.50  
No. 2390. Vest Pocket Magnifying Glass. For Reading Small Print. Postpaid.....15c



Actual Size of Page

## MIDGET BIBLE

With Cover Printed in Gold Ink



Same as No. 1381 Midget Bible described above, but with handsome cover with words "HOLY BIBLE" and Cross printed in gold ink. Covers overlap same as in more expensive Bibles. Contains over 200 pages of the New Testament. Also has the Lord's Prayer printed on page 2. A real work of art.

No. 1385. MIDGET BIBLE. **25c**  
Price Postpaid.....  
3 for 65c, 12 for \$2.25, 100 for \$12.50

## DEVOTIONAL RINGS



Attractive rings for the most popular, inspiring devotions. You will be proud to wear them. Rhodium plate finish. State size.

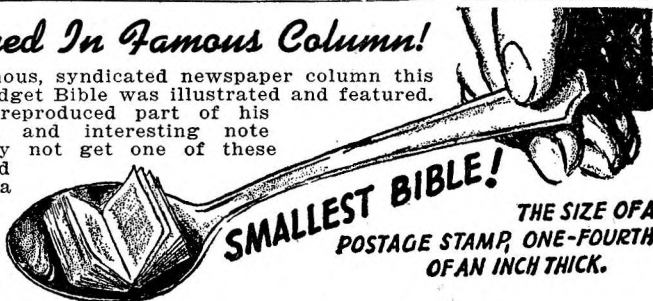
Miraculous Ring  
No. 8358. **50c**  
Price Postpaid

Saint Christopher Ring  
No. 8359. St. Christopher Ring. **50c**  
Price Postpaid.....

Infant of Prague Ring  
No. 8360. Infant of Prague Ring **50c**  
Price Postpaid .....

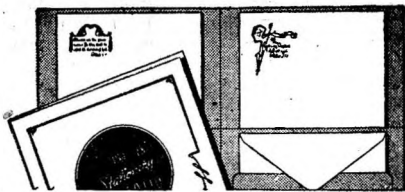
## Featured In Famous Column!

In a famous, syndicated newspaper column this popular Midget Bible was illustrated and featured. We have reproduced part of his illustration and interesting note here. Why not get one of these curios and keep it as a lucky pocket piece.



**SMALLEST BIBLE!**

THE SIZE OF A POSTAGE STAMP, ONE-FOURTH OF AN INCH THICK.



## Bible Lover's Stationery

Our outstanding stationery portfolio. Fifteen four-page sheets, size 5x8 1/2-inches when folded once, each with scriptural text, and fifteen vellum envelopes to match.

Beautiful stationery that is suitable for all types of ordinary correspondence. More and more people are using it because the scriptural messages carry inspiration and consolation to those who receive your letter—messages that people hesitate to say for themselves, yet the very sentiments they so much wish to express.

The miniature reproduction of Sallman's lovely picture of the "Head of Christ" on each folded sheet. Included is beautiful six-color 4x5 print of Sallman's "Head of Christ".

No. 4625. Bible Lover's Stationery..... **50c**

## Open Book Design; Gummed Bible Scripture Stamps



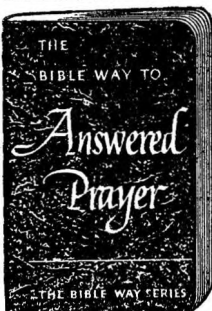
Use on Packages, Letters, Gifts, Books, Etc.

**SPREAD THE GOOD WORD!** A wonderful collection of **BIBLE SCRIPTURE STAMPS**. Each book has 120 assorted stamps, perforated and easy to use. Each is printed in two colors on a design resembling the open Bible. Texts are easy to read. Use of Scripture-text stamps is growing in favor. A pleasant way to spread cheer. Used on letters and envelopes. Will produce eternal good-will through the silent, effective preaching of the book—3 1/4 x 6-inches. Each

gospel. Pocket size stamp about 1x1 1/4-in.

No. 4648. Bible Scripture Stamps.

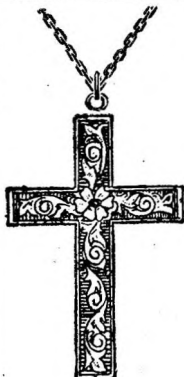
Price Each Book Postpaid..... **25c**



### Answered Prayer

**THE BIBLE WAY TO ANSWERED PRAYER.** Learn how to pray. 64 pages. Pocket size, 3 1/2 x 5 1/2-in. Handsome, red leatherette cover.

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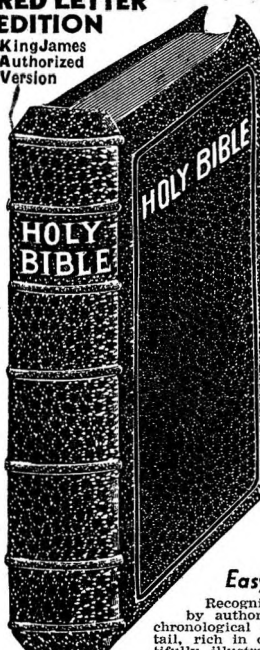
### Cross & Chain

Attractive floral design embossed in face of cross. Yellow gold color. With chain.

No. 8037. Postpaid **39c**

## RED LETTER EDITION

King James Authorized Version



## Beautifully Bound Holy Bible

Convenient red letter edition at special price!!! Beautiful in appearance, easy to read and understand. Imitation gold stamped on cover. Colored frontispiece. Includes many Bible study aids, maps, pictures, etc. Individually boxed. Big, 5 1/4 x 7 1/2 x 1 1/4-in. thick. No. 1384. Postpaid..... **\$1.99**

## Vest Pocket Testament

Vest-pocket new testament that can be easily carried with you to read at any convenient time. Easy to read, 3x4 1/2-in. No. 1379. Price Postpaid **35c**

## Egermeier's Bible Story Easy-to-Read Easy to Understand

Recognized leader; approved by authorities. Whole Bible in chronological order, accurate in detail, rich in dramatic appeal. Beautifully illustrated. 231 actual photographs, color reproductions, drawings. 234 fascinating stories put entire Bible into one continuous, beautiful narrative. 642 pages. No. 1380. Price \$2.50 plus 10c Postage. SEND **\$2.60**

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Read in foreign language for practice convenience.

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Agate Bible. (Valera). Revised. Center references & maps. 4 1/2 x 6 1/2-in. Cloth. Red edges. No. 1898. Price Postpaid..... **\$1.50**

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### GERMAN BIBLE

Minion edition. (Martin Luther). Revised. References. New Orthography. 4 3/4 x 7-in. Cloth. No. 1896. Price Postpaid..... **\$2.00**

### POLISH BIBLE

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### Crucifix

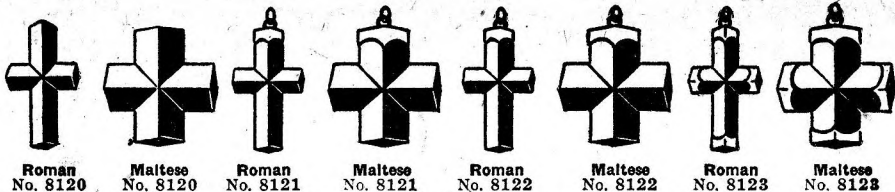
Unusual and elaborate cross. Machine engraved cross with mounted figure suspended from small interlocking oval chain with clasp. Gold finish. No. 8036. Price **75c**



## Faith, Hope and Charity Necklace

Mounted on this necklace are three freely swinging charms, the heart, cross and anchor which represent faith, hope and charity. 24 kt. gold plate. 16-inch chain with safety clasp. No. 8041. Price **\$1.00**

Johnson Smith ★ 265



# FAMOUS FAIRY STONES

In a quiet sunny glade, nestled among the rugged foothills of the Blue Ridge mountains, in Patrick County, Virginia, U.S.A., a section made renowned by the fact that old King Powhatan once held undisputed possession there, was discovered a single quarry of the far-famed Virginia "FAIRY" or so-called "LUCKY" STONES.

As to the real origin of these little crosses of stone, comparatively nothing is known, as the leading scientists of the country have failed to throw any satisfactory light on the subject; but in that remote mountain section runs a very pretty legend to the effect that the fairies were dancing around a spring of limpid water, when an elfin messenger arrived from a strange city far away in the land of dawn, bringing the sad tidings of the death of Christ, and when they heard the terrible story of the crucifixion they wept. And as their tears fell upon the earth they were crystalized into little pebbles, on each of which was formed a beautiful cross. About the spring and the adjacent valley were strewn momementoes of that melancholy event.

These little curiosities, which range in size from one-fourth of an inch to 1 1/2 inches, bear in the most unique form some shape of a cross, which has been outlined by Nature's own hand. Many of them are of the St. Andrew variety, others Roman, while those most sought after are the Maltese.

No. 8123. Cross with Solid Gold Mountings in All Four Corners..... **\$3.50**  
No. 8120. Unmounted Crosses..... **25c**  
Price Postpaid.....

No. 8121. Cross with Gold Filled Mounts. **50c**  
Price Postpaid.....  
No. 8122. Cross With Solid Gold Mounts. **\$1.50**  
Price Postpaid.....

Now You can Court Good Fortune  
WITH THE **Famous VIRGINIA REPLICA LUCKYSTONE!**  
MAY BRING YOU LOVE • MONEY • POWER

One of NATURE'S WONDERS REPRODUCED in GLOWING PLASTIC

**CROSS CHARM SHINES IN DARK**

Luminous cross charm made of beautiful ivory-like plastic material that glows in dark. Excellent for wearing as a charm, around neck, on lapel or hanging in convenient place. Each is fitted with gold colored plated link. About 1/4-inches high.

No. 8119. CROSS CHARM. Postpaid..... **25c**

## Mysterious Altar Shrine Produces Vision of Christ

One of the most amazing objects you have ever seen! Has glass beaded, colored effect that gives it appearance of brilliant stained glass church window which when altar light is burning projects an inspiring vision of the Savior on wall. Seldom fails to excite wonder and favorable comment from all who see this almost-living vision appear projected into room. 6 1/2-in. high, 3 1/4-in. wide, 3 1/2-in. deep. With candle.

No. 4057. Postpaid..... **\$1.00**

**Woven Bookmarks**

Lovely book-mark greeting woven of enduring rayon with all the beauty and color of rare embroidery—a gift that is useful—a greeting that is different—mounted on a beautiful folder.

No. 4626. Lord's Prayer. **25c**  
Postpaid.....  
No. 4627. Ten Commandments. **25c**  
Postpaid.....  
No. 4628. 23rd Psalm. (The Lord Is My Shepherd, etc.) **25c**  
Postpaid.....

266 ★ Johnson Smith & Co.

## Luminous Bedtime Prayer Reminder

"More things are wrought by prayer than this world dreams of"

--Tennyson



source of comfort and solace. **25c**  
No. 4955. Price Postpaid

**Cross Glows in the Dark! PRAYER REMINDER**

A practical novelty. Luminous cross mounted on shield of dark blue felt. cross is luminous in dark. No electricity and no trouble. Stores up light during the day and gives it off in dark. A

## Luminous Bust of Christ

**Soft Radiant Glow**

Bust of Christ that glows with a soft radiance that makes it visible in the dark. In the home it looks very attractive during the day or during the night. Ideal for bedroom as it provides comfort in the dark. Well made of white composition material made luminous. About 5-in. high.

No. 6886. Price Postpaid **\$1.00**



## 10 Commandments & LORD'S PRAYER RING



A beautiful ring to wear. The ring is well made with a machine engraved design all around the sides leading up to the face of the ring. On the face of the ring is a black table with raised sterling silver metal letters, the Lord's Prayer, every word of which is completely legible.

The beautiful sterling silver finish and lustrous black make a striking contrast. State size when ordering. Shipped Postpaid.

No. 8132. Lord's Prayer Ring. .... \$1.25

No. 8261. Ring With 10 Commandments on face. Every word legible. .... \$1.25

Price Postpaid.....

## CRUCIFIX RING

The original Crucifix ring was believed to have been first made during the 15th century, having been made by a Spanish goldsmith and won immediate favor. It was highly valued and treasured and was considered a masterpiece of the jeweler's art. It is said to have been handed down from father to son, its fame increasing during the centuries. Now it is possible to get a copy of this ring at but a fraction of the price. Doubtless many owners might have been willing to give in days gone by. State size required.

No. 8282. Crucifix Ring. .... 35c

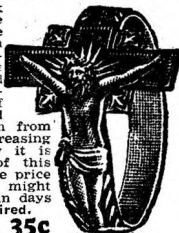
Price Postpaid.....

No. 8278. Crucifix Ring. Sterling Silver. .... \$1.25

Price Postpaid.....

No. 8247. Crucifix Ring. .... 50c

In Color of Yellow Gold. Postpaid.....



### Cross & Crown Ring

Cross and crown design in sterling, red hard enamel on yellow gold filled ring, very attractive. State Size.

No. 8248. Postpaid. .... \$1.50



### CROSS TIE SLIDE

Attractive yellow gold plated slide-on tie holder with enameled trim and brilliant cross design. Cross emblem is 3/4x3/4-in. Good looking.

No. 8880. Postpaid. .... \$1.00

## Bible Text Christmas Cards

### Captures True Spirit of Christmas

Ten large, full color folders with envelopes. Unusual in quality, fine artistic designing, multi-color printing. Beautiful embossing. Famous SUNSHINE LINE. Appropriate Bible text message on each. All different.

No. 4619. Per Set. Postpaid. .... 65c

## Lord's Prayer On Real Penny

The entire Lord's Prayer handsomely stamped on a penny. Each penny is put through a special machine which stamps the Prayer on the penny and flattens the penny into a large oval, making it suitable to wear around the wrist or use as a pocket piece.

No. 8129. Postpaid. .... 15c

### 10 Commandments on Real Penny

No. 8129A. Ten Commandments on Real Penny. Price..... 15c

Crucifix on Real Penny No. 8129B. Crucifix on Penny. .... 15c



## Mysteries of Rosary

Easy Way to Learn, Teach, Memorize Mysteries of Rosary

Sturdy, washable plastic 4-in. ivory disc, beautiful blue, raised beads and cross on a background of deep ivory. Turns to show all joyful, Glorious and Sorrowful mysteries pictured and named day by day. Gain full indulgences using Rosary-O. Approved by Church Censors. Beautiful in appearance, yet extremely practical in use.

No. 8038. Price Postpaid.....



\$1.50

## Religious Pennants



### "God Bless Our Home"

No. 4694. Home Pennant. Attractive colors. About 12-in. long. Price Each 25c



Lapel Pins



U. S. Flag & Cross No. 8175.

Gold plated with flag enameled in full color. Price ..... 35c

Faith, Hope Charity No. 8173. 29c Price.....

Filligree Cross No. 8171. 29c Price.....



### Crucifix Pocket Identification

Two colored sunburst effects. Small oval frames on each side are multi-colored pictures of Blessed Lady and Sacred Heart. Ivory-like plastic. Space for name and address on back. 2-in. long. No. 8176. Price..... 35c



No. 4693. Religious Pennant. About 12-in. long. Colorful felt. Price Each 25c

Johnson Smith & Co., ★ Detroit, Mich. ★ 267

# Luminous Crucifix

## Glows With A Brilliant Radiance in the Dark

For years the Catholic clergy and all interested in the increase of devotion to the Crucifix have been striving to find some means of making the Crucifix more than a mere article of furniture—to make it a living symbol of the crucifixion. A recent discovery of chemical science has made this possible, and the "Cross of Perpetual Light," is now being placed in every Catholic home.

The time for prayer is in the night time, before retiring; that is the hour when the mind is in sweet repose and the cares and worries of the day are past. In the darkest room, all through the night, the "Cross of Perpetual Light" gives a wonderful, luminous glow, the glow representing the "Glorified Body of Jesus Christ."

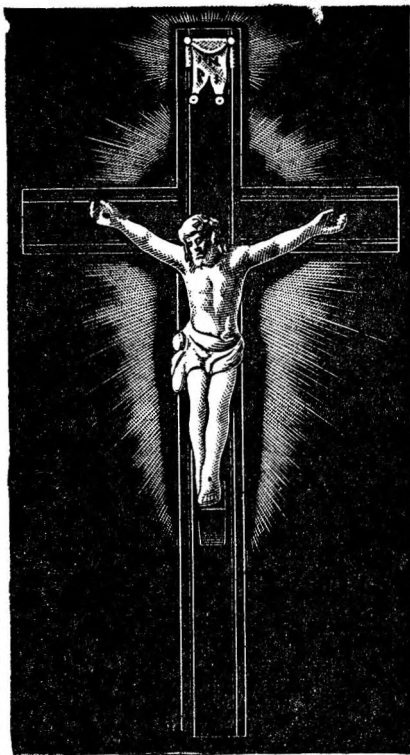
### Approved by Church Authorities

What a beautiful reminder to the children! What a comfort to awaken in a sick room in the darkness of the night to behold the figure of Jesus Christ in an outline of glorious light! It surely is an inspiration to prayer that no Catholic can resist. When trouble or worry harrass you, there is only one place where you may receive genuine, sincere consolation and solace from earthly problems; peace of mind and peace of spirit.

Each Crucifix is 15 inches high. Made of fine black ebony finished wood. The body of Christ is made of metal, covered with the secret preparation that causes it to become luminous. The luminosity is lasting and PERMANENT. Our Crucifix has been sent to clergymen, schools and convents throughout the world, and highest words of praise have been received commending the Luminous Crucifix to all.

No. 6718. LUMINOUS CRUCIFIX. \$1.98

PRICE POSTPAID.....



### the Symbol of Devotion

## GLOWING EARRINGS



### EXQUISITELY DIVINE—LOVELY TO OWN

Even in ordinary daylight, the white plastic CROSS EARRINGS look like beautiful ivory. At night, they take on an added charm by glowing softly in the dark. Even in soft light or shadows, they have a radiance that makes them particularly fascinating and good looking.

No. 8131. Glowing Cross Earrings. Pair..... \$1.00

### Imitation Gold

### Lapel Cross

Wear an attractive lapel cross. Extremely suitable for wearing on dress or lapel of coat. A dignified way of showing respect and paying homage to Our Lord. It is the one piece of jewelry that always looks correct. Makes a splendid gift to friends, reminding them of their religious obligations and comforting them in time of need.



No. 8137. Price Postpaid. . 20c

## Beautiful ELECTRIC ALTAR

There is no sacred object that will add more prestige and more refinement to your home than one of these Electric Altars. They are strikingly beautiful—12 lighted candles with the illuminated cross and the plaque showing The Last Supper. The effect is most pleasing and impressive. The whole altar glows with a soft radiance that is particularly becoming. There is no home that can do without the spiritual effect that is given by the altar. We have had numerous letters from the clergy commending us most highly on presenting this article.

The altar is no less than 15 inches high and 12 inches wide. Made of a composition resembling marble and the light from the inside gives it a radiant glow. The statue on the top is an imitation pearl replica of the Lord Jesus tinted in colors. Uses only one small hidden house lamp to light up the entire altar. Shipped Postpaid.

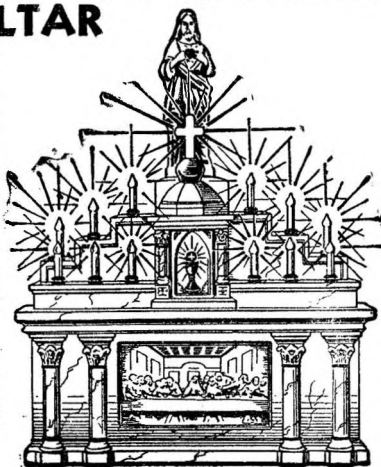
No. 6125. ELECTRIC ALTAR. Price Postpaid. . \$8.95

### Large Illuminated Musical Altar

This beautiful musical altar is not only large in overall size, but also is enhanced by two additional statuettes—angels—on each side, holding additional candles. Swiss chimes softly play appropriate religious hymn. 18-in. high, 5-in. deep, 16-in. long. Weighs 18-lbs. Complete with lamp and cord.

No. 6124. Large Illuminated Musical Altar. . \$17.50

268 ★ Johnson Smith & Co., ★ Detroit, Mich. |



# AN ELEMENTARY BOOK ON THE SECRET ROSICRUCIAN TEACHINGS OF THE ROSICRUCIAN BROTHERHOOD

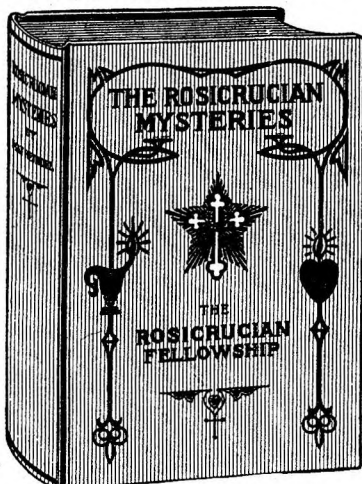
—AN INTERNATIONAL ASSOCIATION OF CHRISTIAN-MYSTICS

THE

FELLOWSHIP

MT. ECCLESIA

A SANE MIND  
A SOFT HEART  
A SOUND BODY



## Reveals the Mysteries of the Rosicrucians

The Rosicrucian Society of California has been ballyhooed and advertised in many of the leading publications of America, yet most people don't know who the Rosicrucians are. Now you can read about this organization and learn its secrets without becoming a member—and believe it if you want to! They claim to be able to attain mastery over life, influence over others, the wisdom of the west and many other benefits.

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**CHAPTER II.** The Problem of Life and Its Solution.

**CHAPTER III.** The Visible and Invisible World.

**CHAPTER IV.** The Constitution of Man. The Vital Body, The Desire Body, The Mind.

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### The Textbook of the Rosicrucian Philosophy

An authentic textbook which reveals the harmony of Religion and Science, and conforms to the intellectual development of the modern world. For those who would know all about the Rosicrucian Fellowship, this remarkable, large book—over 600 pages—was published as a textbook for members. We have secured copies of this book and offer it for sale to the general public. An amazing book that you should read. Latest edition.

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Visible and Invisible Worlds; Man, and method of Evolution, Spirit, Soul and Body; Thought, Memory, Soulgrowth; Conscious, Subconscious, and Superconscious Mind; Science of Death, the Beneficence of Purgatory, Life in Heaven; Preparations for Rebirth; The Law of Consequence; The Relation of Man to God; Genesis and Evolution of Our Solar System; Chaos the Seed-Ground of Cosmos; Birth of the Planets; Planetary Spirits; The Moon an Eighth Sphere of Retrogression; Separation of the Sexes; Lucifer Spirits and the Fall; Sixteen Paths to Destruction; Christ and His Mission; The Mystery of Golgotha and the Cleansing Blood; Future Development and Initiation; The Method of Acquiring First-Hand Knowledge; Western Methods for Western People.

Paper covered edition available at this special price.

No. 1511. ROSICRUCIAN COSMO-CONCEPTION. Postpaid.....

**\$1.50**



**Are These the Outlawed Scriptures that have been Barred from the Bible?**

# THE LOST BOOKS OF THE BIBLE

**With Illustrations Reproduced from Ancient Paintings and Murals**

Many extraordinary and enlightening epistles and gospels were said to have been rejected when the Bible was compiled—hidden away! **WHY?** Were these rejected scriptures too sensational, too miraculous, too intimate and personal? Jealousy, fear, dissension, politics, arbitrary edicts, may have played their part in depriving the layman of much of the first-hand records of the founding of Christianity and the detailed story of Adam and Eve. Every person has the right to know.



## 46 Hidden Manuscripts Now Revealed -- Man's Temptation & Sin

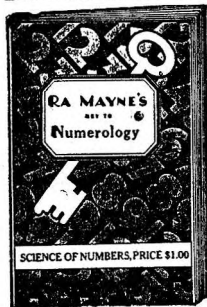
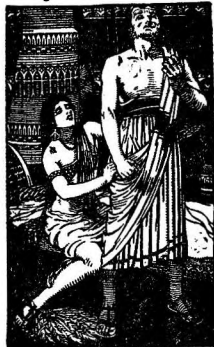
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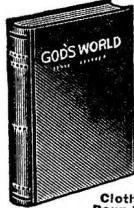
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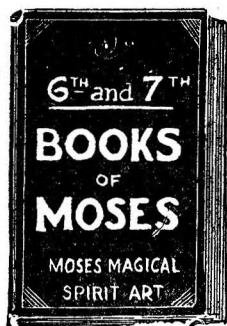
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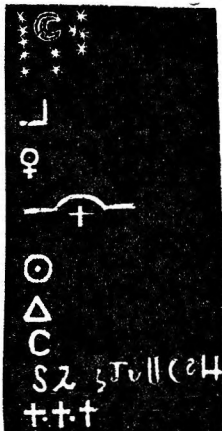
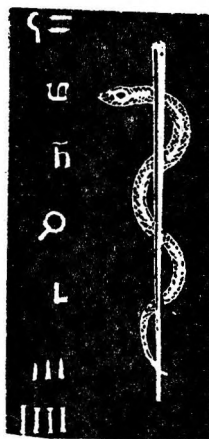
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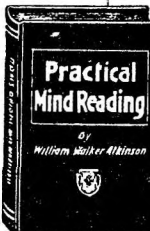
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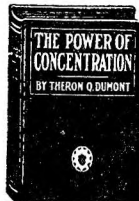


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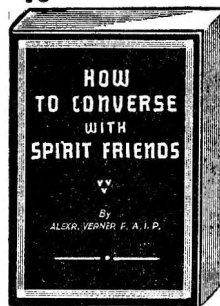
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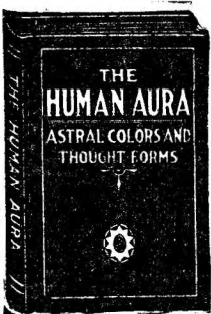
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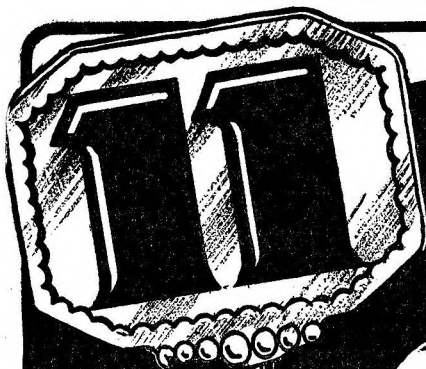
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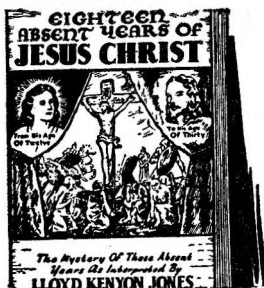
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Now Read the Logic that Has Surrounded the Mystery of Those Years! Read how the Author has traced the steps of The Master, as one would seeking missing persons, in his desire to fathom a void about which there is scarcely a word in the new testament to indicate HIS whereabouts.

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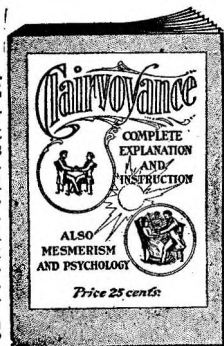
## Mysteries of Clairvoyance

### Complete Explanation and Instructions

This is not a large book, but it is a very interesting volume, dealing, as it does, with the **MYSTERIES OF CLAIRVOYANCE, MESMERISM AND PSYCHOLOGY.** Many of the secrets of this strange science are outlined, and it deals about as exhaustively with this subject as 32 pages of closely printed material will allow. There are ten chapters in all. The first two chapters are devoted to historical sketches of this baffling science, followed by pertinent remarks on classification of mesmeric phenomena and clairvoyance as well as the peculiarities of the psychological subject and specific directions are given which the book claims will produce mesmeric sleep, the psychological condition and clairvoyant perception. The tenth and final chapter is devoted to an interesting discourse on "community of motion, sensation, knowledge and thought."

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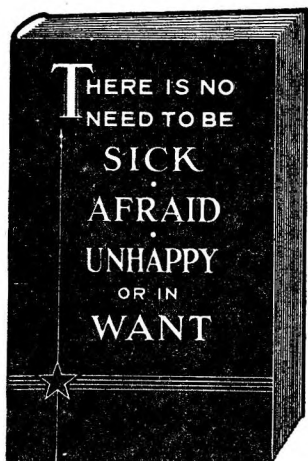
The titles of its 25 chapters includes: Introduction, Flesh, Self, Body, Immortal Self, Karma, Devils and Hell, Reincarnation, Death, Why I Was Sick, Good Nature, Fear, Selfishness, Sin, Healing, Healing Thoughts That Have Helped Me, Thankful Thought, Wealth, Faith, Resistance, Happiness, Success, Worry, Sleep, Love, Give Us More Light.

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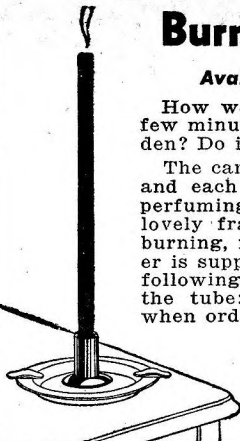
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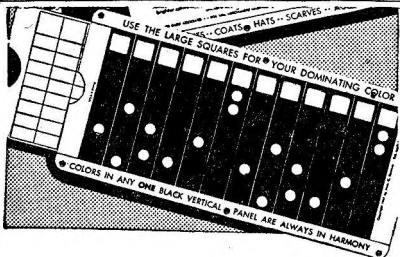
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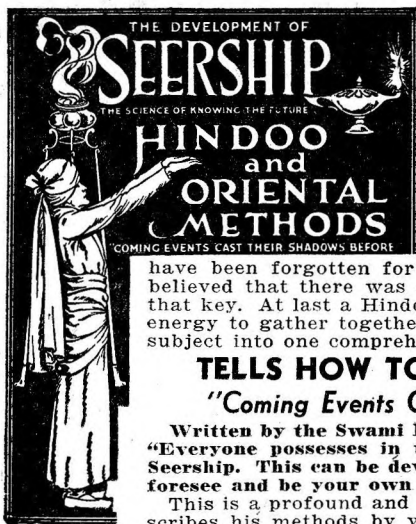
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enter at will into the spiritual world and converse with your loved ones now across the border.

He maintains there are terrific forces hidden in the mind, which can be released only when the proper knowledge is gained. These forces, he contends, are not given the minds of only a few; instead, he insists that anyone can use them if given the key.

Contents Include: Seership, The Science of Knowing the Future, The Development of Seership, The Great Universe Beyond, The Mystic Sense, How to Go Into Silence, The Higher Being Developed By Seership, How to Gain Personal Knowledge of the Higher Truths of Seership, The Spiritual Evolution of Men, How to Interpret the Present and Future Exactly As They Are Designed to Be, etc. Fifteen lessons. 384 pages. Read this book with an open mind and you will see laid before you a completely new philosophy of life.

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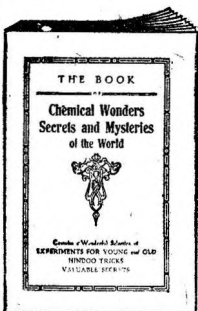
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**Operating Board**

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**Table  
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The Nature of Spirit Power—How to Conduct Spirit Circle—Crystal Gazing—Spirit Rappings—Slate Writing—Psychometry—How to Develop Telepathy—Table-Tilting—Materialization—Fraudulent Spirits—Trance Phenomena—Signs of Spirit Presence—Domineering Spirits—The Psychic Triangle—Public Seances.

# Can We Talk with Spirit Friends?

*"Easily,"*

(By Swami Bhakta Vishita)

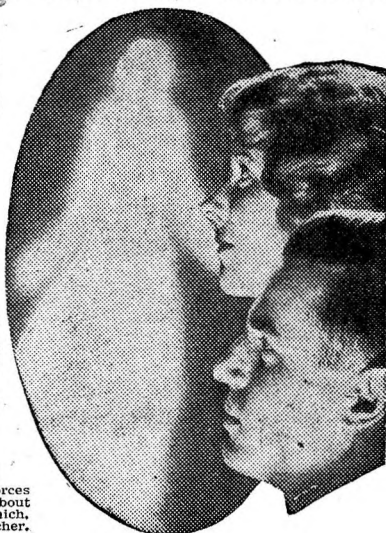
## These Fascinating Mysteries Explained . . .

No other problem has been so fascinating for mankind as that age-old mystery, "Can We Communicate with Our Departed Ones?" And now one of the great masters of Psychic Powers declares that the ability to talk with spirit friends can be developed under the proper guidance. Not only that, but he gives definite rules and instructions for discovering and cultivating psychic powers.

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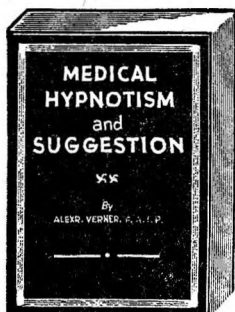
## MEDICAL HYPNOTISM AND SUGGESTION

*Explains the Many Uses of Hypnotism for Benefit and Entertainment*

This book is full of secrets. It explains what hypnotism (or mesmerism) is, and gives an interesting outline of its history. It explains the great value of hypnotism in the cure of disease and in surgical operations. It tells how to hypnotise a man, how to put him in a trance for a week. There is an explanation on how to give an hypnotic entertainment for your friends or on the stage, making your subjects do things such as acting, singing, speechmaking, things that, in their ordinary state, they probably would be unable to do. Further it explains the method of curing bad habits—drinking, swearing, lying, stealing, gambling, betting, smoking, envy, hatred, temper, etc.

The author's object in writing this book is to give a brief but accurate description of Hypnotism and Suggestive Therapeutics, as practiced by the most advanced schools of the present day; and also to enlighten the public mind on the great advantages of hypnotism in the treatment of disease, as compared with the drug method now used in this and other countries. Size 6x4 1/2-in. 37 pages. Paper bound.

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280 ★ Johnson Smith & Co., ★ Detroit, Mich. |

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## Time Magazine Verifies The Amazing Wonders of Hypnotism

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# HYPNOTISM

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Just what  
are these  
**STRANGE  
SECRETS?**  
What is this  
strange,  
mysterious  
power that  
we call  
**Hypnotism?**

**READ  
THESE  
CURIOUS  
BOOKS**



It is said  
that practi-  
cally every-  
one has  
concealed in  
their make-  
up the germ  
of this  
strange  
**MYSTIC  
PHENOM-  
ENON.**

Here are three entirely distinct books dealing with Hypnotism and kindred subjects such as Magnetic Healing, Mesmerism, Personal Magnetism, etc.

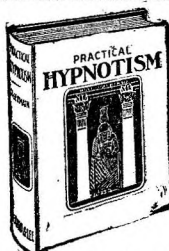
No. 1166 is a 64 page book written by Professor Alpheus that delves quite thoroughly into the origin of Hypnotism, and after dealing with some of the theories of Hypnotism, including **Animal Magnetism** and the **Neurosis Theory**, it explains several methods of hypnotizing, including **Dr. Cooke's method**, **Dr. Flint's method**, **French and Hindoo methods**, etc. Also deals with **Self-Hypnotization**, etc. Other subjects dealt with in the book are: **Criminal Suggestion**, **Hypnotism in Medicine**, **Hallucination**, **Bad Habits**, **Telepathy** and **Clairvoyance**, etc.

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### SCIENCE OF HYPNOTISM

Learn hypnotism from this remarkable book. For practical purposes or for amusement. Shows you and tells you how hypnotism is done and the various uses to which it can be put. A practical guide to the person who wants to take up hypnotism as a fascinating hobby or as a practical asset to his business and social world. No one who has read this volume, no matter how casually, can fail to be influenced by it. With almost no effort on your part you will find yourself exercising the magnetism revealed in this book. The many methods of hypnotism are remarkably simple and easily applied. Cloth covered library volume. 247 pages. 17 chapters. Illustrated.

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# Fascinating Dream & Is Your Fate Predetermined?

## Old Gypsy Madge's DREAM DICTIONARY AND FORTUNE TELLER



A book full of strange things on dreams, fortune telling, etc. Its contents embrace the interpretation of dreams or visions in the entire category from A to Z, and include the lucky numbers in lottery to which they are supposed to apply. The great Combination Table for playing horses, saddles and gigs, when to play gigs, etc., also given. Tells how to tell fortunes by cards, dice, dominoes, by grounds of coffee or tea cup. All about **NAEVIOLGY** or the science of telling fortunes by moles on the skin, **CHIROMANCY** (telling fortunes by lines in the hand); **Celestial Palmistry, Astrological Miscellany; So-called Lucky and Unlucky Days; Oracle of Destiny; Trial of Destiny; Fortune-Telling Tablets** said to have been used by the Egyptian Magi or astrologers; **Charms, Spells and Incantations; The Witch's Chain; Talismans and Amulets; Telling a Person's Character by Cabalistic Calculations, etc.** Old mysteries and superstitions dealt with. You may not believe all the book says, but whether you believe in dreams and fortune telling or not, you ought to get your money's worth by reading the book alone. Nearly 100 pages.

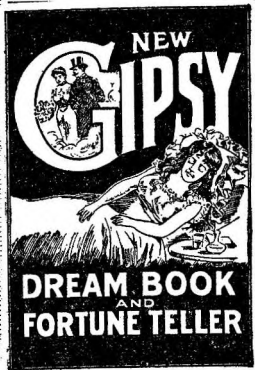
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No. 1006. BLACK HERMAN. Price Postpaid..... **\$1.00**



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those already within the matrimonial fold, and also to those contemplating this important step. The book also contains phrases said to have been used in medieval days to baffle enemies. Printed two columns to a page this book actually contains more information than some publications selling for several times the price. 32 pages. No. 1769. Price Postpaid **15c**



## Day by Day Guide

Tells You What to Do, Day by Day, According to Your Birthdate

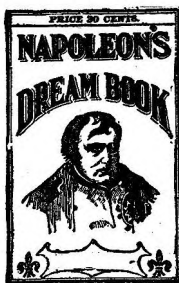
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37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56	57	58	59	60

The **EVER READY FORECASTER** includes a 12 months calendar which tells you day by day your favorable and unfavorable days according to your birthdate. Every day each of us is confronted by decisions, new enterprises, etc. According to astrologers, certain days are more favorable than others for these new adventures. By following this calendar, you can select your favorable days for new ventures and be careful on your unfavorable days. Also included in the book are weather forecasting chart, fishing, stock market and business indicators, betting charts to help you win, etc. This calendar has been carefully laid out and many people have been said to have found it an excellent guide to success in ventures in many varied fields. Take your vacation when the fish are biting. Plan new ventures when favorable.

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# Fortune Telling Books



## Napoleon's Dream Book

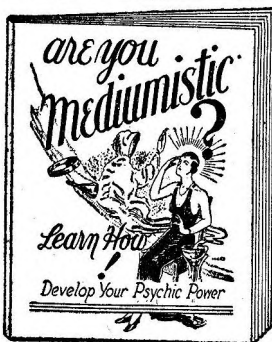
Contains 128 Pages  
and Dictionary of Dreams

Not only does this book contain a dictionary of dreams and visions, but it gives a much more detailed and general explanation of many of the more common dreams than most books on this subject, together with an anecdotal account of dreams, visions, apparitions or reveries. Thus, for an unmarried girl to dream of wearing a wedding ring is said to be significant of her own disappointment in marriage; yet should she imagine one to be worn upon the finger of a particular friend, it is said to foretell that the friend will become a wife within a year. Legend has it that the author of this book was frequently consulted by Napoleon Bonaparte. Contains 128 pages.  
**No. 1017. NAPOLEON'S DREAM BOOK. Price Postpaid..... 30c**

## Are You Mediumistic?

How to Be a Medium  
Develop Your Psychic Powers

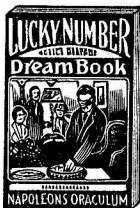
Do you wish to learn how to develop your psychic powers? Learn all about spooks, mediums, spiritualism, etc.? This is an excellent book for anyone who wants to become thoroughly familiar with the true facts about spiritualism. Written in plain language. Gives ten famous tests to be made by the reader for scientific power. Everyone has often wondered just how much truth there is to spiritualism. Where do facts end and fancies begin? Now for the first time authentic and scientific tests indicate the salient facts to you easily and quickly. Test your own psychic ability. Learn the value of your ability and what it can be used for. How it can help you. A complete list of chapter headings follows: Mediumship, Phases of Mediumship, Conditions of the Seance, Manifestations, Automatic Writing, Independent Slate Writing, Materialization and Trances, Visions, Crystal Gazing, Healing, Mental Telepathy. Here is



one excerpt from the book: "Persons who continually received 'hunches' or telepathic flashes are strongly psychic, and should develop this wonderful faculty. If you are readily impressed by the thoughts of others, living or dead, then you are said to be 'sensitive,' being highly susceptible to these spiritual vibrations." Also: "Mediumship is a priceless gift to countless millions, but its presence is unknown in most cases." Further, "Training, practice, experience all contribute to the ultimate success of the medium." 20 pages. No. 1465. **ARE YOU MEDIUMISTIC? Price 35c Postpaid..**

## Lucky Number Dream Book & Fortune Teller

This is the so-called Policy Player's Lucky Number Dream Book and in its pages will be found a surprising amount of information dealing with fortune-telling, dreams, divination, charms, spells, incantations, palmistry, etc., concluding with the "Oraculum," a method of telling fortunes by which the answers to one's questions are given in a most novel and interesting manner. The book also gives a table for finding so-called lucky numbers, key to number combinations, numbers that are said to harmonize, signification of cards dreamed of and their numbers, numbers for dreams of the days of the week and months. There is dictionary of dreams and their so-called interpretations with the numbers of the lottery to which they are supposed to apply. Gives directions for telling fortunes by cards, etc. Also deals with signs and omens, physiognomy, nativity, etc.  
**No. 1033. Price Postpaid..... 25c**



## NATIVITY SET

Mammoth Set of 16 Pieces  
Christ in the Manger

A setting consisting of stable with a Bethlehem background over 24-inches long and over 11-inches high. 15 colorful figures comprising the Virgin Mary and Christ Child, Joseph, an Angel, 3 Kings, 2 shepherds, 1 camel driver, 3 camels, an ox, 1 donkey and 4 sheep. All pieces printed in full colors on heavy board, ready to set up. Exceptional value.

**No. 6850. Nativity Set. Postpaid..... 89c**

**SPECIAL NOTE.** When ordering, be sure to give name of article as well as the stock number.



Johnson Smith & Co., ★ Detroit, Mich. ★ 283

Does she love me?

What shall I do?

Will I be Rich?

# Fortune Telling Cards

Will I Marry?

What does the future hold for me?

## Egyptian DeLuxe Cards 79 SELF-INTERPRETING CARDS



To remember the fateful meaning of all the cards involves a stupendous effort of memory, and this is the knowledge that PROFESSIONAL FORTUNE-TELLERS have been at such great trouble to acquire, yet the EGYPTIAN FORTUNE TELLING CARDS enable you, without experience or any special study to read the fortunes as told by the cards almost as well as an expert fortune-teller.

It is said that when the famous necromancer Cagliostro died, among his papers was discovered a document fully describing his method of telling fortunes by means of the cards, and upon the principles therein detailed the Egyptian Fortune-Telling Cards have doubtless been based.

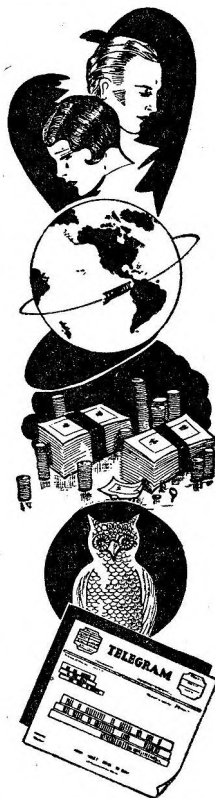
### Many Great Historical Happenings Forecast By This Means

Nearly everyone recalls that there was a time, not so long ago, when persons who read fortunes by cards were believed to possess a secret which they kept strictly to themselves and eventually passed on only to their closest relatives. It was almost impossible for the average person to obtain the meanings on which the interpretations were based, but with the appearance of the Egyptian deck this difficulty was solved.

### Tell Your Own Fortune or Give Personal Readings to Your Friends

Set consists of 79 cards with 32 page booklet explaining how to use the cards, questions, etc. With these cards you can give a very personal reading either to yourself or your friends. This deck is designed not only to tell fortunes, but to answer specific questions that you might have. If you are in doubt about the future or what to do, consult the cards for an answer. Each deck comes in box.

No. 3619. Egyptian Fortune Telling Cards. Per Deck, Postpaid **\$1.00**



## Gypsy Fortune Telling Cards Self-Reading—Almost Unlimited Combinations

An inexpensive deck of fortune telling cards. The deck consists of 36 cards, each numbered and illustrated, together with complete printed directions for telling fortunes. Though not nearly so comprehensive as the Egyptian Fortune Telling Cards described above, they should prove reasonably satisfactory and provide you with plenty of fun for evening parties, etc. Includes diagram and instructions for giving personal readings.

No. 3621. Gypsy Fortune Telling Cards. Price Postpaid.. **29c**

## Astrology Fortune Telling Cards



Read your future in the stars with the help of these cards. **ASTROLOGY SIMPLIFIED.** Easy to read. Tell your own or other people's fortune. Easy; fun; profitable. Answer questions about your future, money, luck, love, etc. Attractively colored, full deck.

No. 3618. Price Postpaid..... **75c**



## What is it? MYSTERIOUS CLEAR AS A CRYSTAL Answer Glass

### Answers Question in 10 Seconds!

Mysterious, baffling yet amazingly fascinating. Called the **SPIRIT CRYSTAL BALL** or **SYCO-SLATE**. Ask it a question then suddenly appears in clear white handwriting on black background the answer! Completely unpredictable; entirely automatic. Has glass "blackboard" where answer mysteriously appears.

No. 3995. SYCO-SLATE. Postpaid..... **\$1.19**

284 ★ Johnson Smith & Co., ★

## FORTUNE TELLING BY CARDS, DICE, ETC.

*The Oracle, Fortune Telling for Lovers, Character Reading, Etc.*

Explains Fortune Telling by Cards, Past—Present—Future, Eleven Fortune Telling Methods by Cards, including Cupid's Method for Lovers, Five Curious Games with Cards in which Fortunes are Told, Fortune Telling with Dominoes, Fortune Telling with Dice, How to Tell a Person's Fortune by His Finger Nails, Fortune Telling by the Crystal, Leaves of Destiny, Physiognomy or Character Reading from your Facial Features, Fortune Telling by Ancient Superstitions, etc. The book concludes with a chapter entitled "FINDING YOUR FATE," a novel and interesting method of getting the Fates to reply to these four vital questions, viz. "By Whom Am I Loved?" "For What Am I Loved?" "Where Shall We Meet?" and "His (or Her) First Words." An excellent book on fortune telling.

No. 1736. **Fortune Telling by Cards, Dice, Crystal, etc.** 15c



## Fortune Telling by Cards

*Your Future As Revealed by Cards*



Many books have been issued purporting to explain the mysteries of the art of revealing the secrets of past, present and future events through the employment of cards, yet we think we are safe in saying that this book will compare favorably with any other book on fortune telling by cards sold at such a low price. It is, in brief, a pictorial

and thoroughly comprehensive and practical work on the art of fortune telling, whereby, through the simple use of ordinary playing cards, and tell fortunes. Also contains a treatise upon chiromancy (divination through reading the human hand) and a description of the book of Thot, the Egyptian oracle of destiny. 192 pages. No. 1011. **Fortune-Telling by Cards. Price Postpaid.** 50c

## Astrology Made Easy



"ASTROLOGY MADE EASY, OR THE INFLUENCE OF THE STARS AND PLANETS UPON HUMAN LIFE," is the title of a book designed

to teach the masses the wonders and mysteries of the great science of Astrology. The author is well versed in metaphysics, occult sciences, philosophy, theosophy, mysticism, and many of the wonderful truths taught by the seers, sages and Yogis of India and the Orient. The book is written in simple language, which any intelligent person may understand, and it purports to show how to delineate the character and the leading events of persons according to the day of the year they were born on. You have only to turn to the proper date and you will find your own horoscope, or that of any of your friends, carefully outlined according to the teachings of the great science of Astrology. It should be found helpful in many ways to read not only the delineation relating to one's own sign, but also those of friends. The book should prove an almost endless source of entertainment among friends and at social gatherings. It is the result of deep thinking and profound study. **ASTROLOGY MADE EASY** is a book of 54 pages, and will be sent to any address upon receipt of amount in any convenient form.

N. 1001. **ASTROLOGY MADE EASY.** 25c

## Palmistry Book

A complete and exhaustive book on palmistry. In fact so thorough is this book that it forms an ideal text for those who wish to take up the art professionally. Many persons have become so adept after studying palmistry that they have been able to make a good living by practicing the art professionally. **CON-TENTS**—Different Types of Hands, Fingers and Their Meanings, The Hand, The Life Line, The Heart Line, The Fate Line, The Health Line, The Marriage Line, The Children Lines, The Girdle of Venus, Taking an Impression of the Hands, Character Reading from the Hand, Cross Rays and Influence Lines, etc., etc. A fascinating study of palmistry. 120 pages. No. 1012. **Palmistry Book. Price.** 35c



## How To Read Heads & Faces

*Do You Want To Succeed In Life?*

**Then Read This Book**

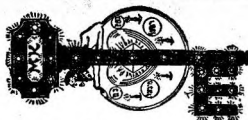


Haven't you often believed that you could distinguish traits of character in a person's face? Most of us have made guesses as to what different facial and head formations mean, but in this book is a complete interpretation of different details and shapes with the characteristics they are generally believed to represent. Describes and classifies head, eyes, face, nose, lips, chin, ears, cheeks, teeth, hair, etc., etc. Includes a study of phrenology and physiognomy. Thoroughly illustrated. Shows chart of the head and its many sections. 20 chapters. Written by James Coates, Ph.D. 126 pages.

No. 1008. **Price Postpaid.** 75c



**Gaining a Woman's Love**  
No. 7706. Price 10c



**The Master Key**  
No. 7753. Price 10c



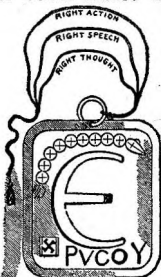
**Winning a Man's Love**  
No. 7702. Price 10c

## FAMOUS TALISMANS

### From "Book of Moses"

A series of famous talismans, said to be taken from the "Book of Black Magic and of Facts," also from the "Book of Moses," etc. Printed on imitation parchment in gold color ink. Size about two inches in diameter. Each one has short descriptive matter showing for what purpose they are employed. For example, one is supposed to be for gaining a man's love, one for success in gambling, another for success and happiness, one for good health, one for gaining a woman's love and one for wealth and prosperity.

We do not, of course, claim any powers for them, other than that they are supposed to be exact reproductions of the originals. There seems to be a never failing demand for these talismans and some customers keep on buying them, so draw your own conclusions.



**Infinite Wisdom and Abundant Life**  
No. 7754. Price 10c



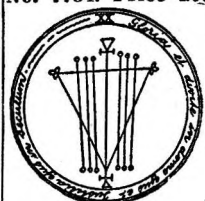
**Success in Gambling**  
No. 7703. Price 10c



**Wealth and Prosperity**  
No. 7707. Price.....10c



**Key to Power**  
No. 7758. Price 10c



**Success and Happiness**  
No. 7704. Price 10c



**For Good Health**  
No. 7705. Price 10c

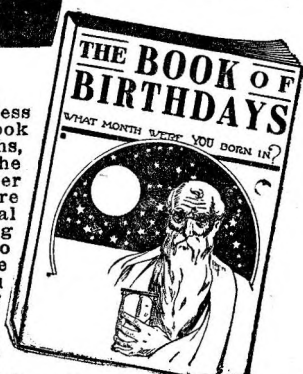
Price  
10c  
Each.  
3 for  
25c

## BIRTHDAY READINGS-

### In What Month Were You Born? Individual Readings to Your Birthday

If you consult a fortune-teller, you will doubtless have to pay \$1.00 or more for a reading, yet this book contains "readings" arranged according to months, for every month in the year. It is not always the hard-working person who obtains success, but rather the one who chooses the right work. All persons are possessed of certain talents which fit them for special departments of the world's work, and only by having due regard for these gifts can you ever hope to attain real success. Study well the remarks made under the heading of your birth month, and if you think you are wasting your life by blindly striving against your destiny, remember the old proverb: "It is never too late to mend." No one is so perfect that they cannot find room for improvement. Make the most of your talents, and learn to eradicate your faults. There is a chapter on Astrology showing how the stars are supposed to affect your destiny according to the time of your birthday.

No. 1014. BIRTHDAY READINGS. Price Postpaid..... **35c**





# \$1.50 Gazing Ball

\$1.50

Crystal Gazing is not a new invention, nor is it merely a fad for foretelling the future or development of the mental powers. It is said to date back almost to the scriptural account of the creation of man. It is generally assumed that crystal gazing had its origin in Egypt and historians tell us that a large number of crystals were found in the ruins of an old temple in existence six thousand years before the Christian era.

Crystal gazing achieved great popularity in the British Isles during the Fourteenth Century. In Japan many homes have their crystals that they are said to consult on subjects of importance. The practice of crystal gazing has been prominent in Fiji, also in Mexico, Peru and other South American countries, India, Arabia and elsewhere. The art is said to be practiced extensively by the Yogis and Sunnecases as part of their religion.



## Can We See Into Another World or Peer Into the Future?

Success usually requires concentration, but the student who earnestly desires to develop the mental powers might do worse than obtain a crystal, retire to a quiet semi-dark room and placing the crystal upon the table, gaze calmly at it and cause the mind to enter a passive state.

Through a special request, a U. S. manufacturer has made up a new type Gazing Ball for us, with many improvements, yet actually selling for only a fraction of the price the imported Gazing Crystals brought. Even the finest Gazing Crystal was seldom perfect and without flaws—many of them were not even round.

This new type of crystal is liquid-sealed, insuring absolute clearness, without flaws of any sort. Its shape is nearly perfect, spherical. As a result of modern methods of manufacture, the price has been considerably reduced. Each ball is mounted right into the stand and the stand is included in the price. Ball is nearly 3-in. in diameter, stands nearly 4-in. high. Has attractive plastic base. No. 3994. GAZING BALL. Price Postpaid..... **\$1.50**



## SIX LESSONS IN Crystal Gazing

Learn How To Practice In Your Own Home  
Let These Books Show You How

If you would like to learn how to develop and practice CRYSTAL GAZING in your own home, get this book: "Six Lessons in Crystal Gazing." Brief summary of the contents:

History of Crystal Gazing—Methods Employed—How to Concentrate—Examples for Development—Success Through Concentration—Visualization—Value of Imagination—Examples—How Crystal Aids—Explanation and Five Classes of Visions Said to Be Produced—Visions Defined—How to Crystal Gaze—Past, Present and Future—To Know if You Have the Ability—Projection of Visions in the Crystal—Mental Telepathy—Development of Clairvoyant Powers—Silent Influence Through Crystal—Psychic and Mental Development—Creation of Constructive Thoughts—Memory Development—Relation to Subconscious Mind—How to Analyze Yourself—How to Help Others—Success and Happiness—The Master Secret—Mental Influence—Secret of Success—Secret of Man's Achievement—True Hindu Method, etc., etc.

No. 1654. SIX LESSONS IN CRYSTAL GAZING. Price Postpaid..... **30c**

## Psychomancy and Crystal Gazing

Series of 11 lessons on psychic, clairvoyance, crystal gazing, etc. Projection of astral body. Learn how to develop and improve your psychic sense so that you can project yourself and make contact in the astral plane with persons far away, dead, etc. Explains space, astral projection, future time, crystal gazing, etc. Seeing through solid objects, down into earth, how to use crystal and mirror, experiments in psychometry, etc., etc. Written in easy-to-understand language so you can do things told in book. 93 pages. 6x4 1/2 inches.

No. 1886. Price Postpaid **60c**

## Zancig's Crystal Gazing The Unseen World

The author of this book believes it is possible, with proper effort, for seekers to know much of the secret of existence, and especially that part which relates to success of existence in physical life. Tells much of crystal gazing, together with data of a scientific nature that explains much of the phenomena. If puzzled by a seemingly unsolvable problem, gaze into the depths of the crystal and see if you cannot discover the solution. Salesmen say they find a new way to sell their goods. Lovers say it helps bring them happiness.

No. 1655. Price Postpaid **50c**

## Complete Crystal Gazing And Spiritual Clairvoyance

Is there any connection between these two psychic phenomena? If you are fascinated by the study of Crystal Gazing, here is a book that should interest you. It goes further than mere "crystal gazing." Endeavors to reveal many of the mysteries and secrets of crystal gazing as a supernatural power. For those who want to go deeper into the subject of crystal gazing and get a broader picture, we suggest a study of this volume and its unusual contents. Cloth bound. No. 1652. Crystal Gazing and Spiritual Clairvoyance. **\$2.50** Price Postpaid.....

**The Most Sensational Book of the Year!**

# THE Open BOOK

One of the greatest books ever written to expose inside secrets used to win. **Cards, Dice, Slot-Machines, Marble Boards, Punchboards, Carnival Games, Wheels, Tops, Invisible Inks, Secret Glasses, Rackets and Con Games** are clearly explained and exposed in **The Open Book**. They win—you lose. Why? Because everything is fixed so that you cannot win, unless they allow you to. Quit losing and wise up to the tricks used to cheat you out of your money!

## EXPOSES THESE RACKETS

*Explains the Details of Over 200 Rackets!*



**WHEELS** See the Paddle Wheel at the left? You have probably seen one like it and some a lot more elaborate, but they're all for one purpose—to get your money. There is the **Electric Wheel** which is wired up with a switch on the counter. Magnets work as a brake and the operator can stop it anywhere he likes. Rent pegs or nails are used to make the indicator glide over the "big prize" numbers.

**PUNCH BOARDS** Haven't you often suspected, when you were going to take a punch on a board, that the big prizes might have been punched by the owner, and the prizes left there as bait? That's just one way to make more money on a board. Most punch boards are on the square, but even the stores get caught sometimes. One store owner bought some punchboards at a very low price, from a salesman passing through town, but little did he know that about a block away was the salesman's confederate who knew where the winning punches were, waiting to take the storekeeper for a nice long ride. These are only two of the punchboard stunts.

**DICE** Next to crooked cards, crooked dice lead the world among the big paying rackets. **Dice** are dynamite. There are loaded dice, razor edged dice, tap dice, mis-spotted dice, beveled dice, transparent dice, suction dice, oiled dice, etc., etc. In fact, so many and varied are the means by which dice can be fixed (almost every known scheme explained in this book) that you might as well burn your money when you pick up a pair of unknown dice. Read this chapter and don't weep.

**CARNIVAL RACKETS** The weighing Chair, the Short Change Artist, Roulette, Three Shell Game, Cat Rack, Milk Bottles, Balls in the Pail, etc., etc. Every one of these rackets is thoroughly exposed with complete details about how they work their systems. Nothing is left to the imagination.

**CARDS** Four of a kind are hard to beat, but here's four you will never beat: punchboards, dice, coin machines and cards. And the most common one is cards. Look at the marked cards we sell (for magical purposes only). This book exposes Marked Cards, Luminous Cards, X-ray Cards (you can read right through the first fifteen cards.) Cut Cards, Three Card Monte, How to Cheat and Win at Poker, etc., etc. A complete exposure of crooked cards.

## COIN MACHINES & MARBLEBOARDS

It's easy to fix a coin machine and marble board because not 1 in 10,000 can tell them after they've been fixed. Why can't you be that one? Almost wherever you go there are slot machines and marbleboards, and even the best of us like to play them once in a while, so why not play one that gives you a good chance of winning? This information alone will pay for the book many times.

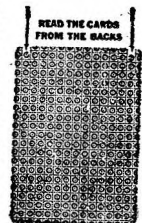
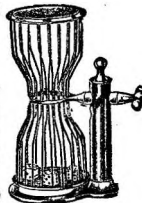
## MAIL SWINDLES & RACKETS

Almost any magazine you pick up contains numerous ads that are rackets designed to get your money. Fake medicines, stock swindles, money making opportunities, etc., etc., are just a few of them. Exposes the actual operation of these rackets, showing just how they are carried on from start to finish. There are numerous other exposures. Devices used by the gamblers are shown with detailed illustrations. Explains how crooks work, avoid laws, how to beat the races, stock broker swindles, etc., etc.

## Don't Be a Sucker

This book is for protection purposes only. Don't be hoodwinked and buncoed every time you turn around. Barnum was wrong when he said there's a sucker born every minute—there's a dozen born every minute. Everyone's a sucker for something he doesn't know about. This book is written straight from the shoulder in simple language. There is no attempt to cover up its secrets with high-flowered words and phrases. Well illustrated throughout. Exposes more than 200 rackets and swindles.

**No. 1657. THE OPEN BOOK, \$3.50**  
**MASTER OF EXPOSES.**



## Rackets That Get Your Money

Here is another book containing 20 chapters on swindle schemes exposed by government agencies, etc. Contents: Frauds. Losses on securities. How to tell gambles, swindles and investments. Gift Edges. Whiskey receipts, cemetery lots, unclaimed estates, "free" checks, etc. Phony Gold. Gold mining promotions, oil royalties and wildcatting. Home Work and No Pay. Addressing envelopes, raising frogs and mushrooms, and working puzzle schemes. Unsure insurance. "Pass the hat" societies. Trick insurance policies! The Mrs. Can Be Fooled, and 11 more thrilling chapters. **No. 1999. Price Postpaid... 50c**